

Mobile Marketing Winner\$

Week 35, August 2009

*Thinking Mobile*TM Food for Thought

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

Okay, we skipped a beat, meaning: there was no newsletter last week due to the [Thinking MobileTM](#) Conference. Sorry :-)

In today's newsletter we report back on the conference and give you an outlook for 2010.

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes
and keep *Thinking MobileTM*
Your Mobile Marketing Winner\$ Team

*Thinking Mobile*TM Food for Thought

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

"Groundbreaking"

"Eye opening"

"I learned a lot"

That is how delegates described their experience at this years' [Thinking MobileTM](#) Conference, which was held on **Thursday, 20 August 2009** at the **IDC Conference Center in Sandton**, Johannesburg, South Africa.

Well, apart from a technical glitch (the IDC could not get their ISDN line fully up and running for the video conference link with our US key note speaker Kim Dushinski in Denver, Colorado, so delegates could hear but not see her), the conference went smoothly. Even though we featured a tight, tight program with twelve speakers in only one day, we finished on time.

This was mainly thanks to the conference Chair, Angus Robinson of Brandsh Media, who ran a tight ship, as well as the discipline of our speakers.

The main aim of the conference was to give delegates who are in marketing and advertising an overview of practical mobile marketing solutions, to de-mystify "mobile" and to warn of unethical practices. Delegates included representatives of companies like Clientele Life, Saatchi & Saatchi, ETV, SABC, SAB Miller, Coca Cola, NBC, Media24, Spar, Associated Magazines, The Don Hotel Group, Google, Private Property and a variety of smaller companies and agencies.

In many cases it was necessary to take delegates back to Marketing 101. I was surprised to

see that, for example, while most delegates were in marketing and advertising, they struggled to recognize the definition of "marketing" by Kotler, THE classic marketing guru and did not know how Nielsen gather their data on TV ratings.

When it comes to mobile marketing, many marketers seem to forget everything they know about marketing and get starry eyes when they hear about and see a mobile marketing application. More often than not they are introduced to mobile marketing by a developer and delve into mobile marketing by investing in the "tool" rather than thinking first about how this "tool" can fit in and benefit their overall marketing strategy and objectives.

This is much like talking to the guy who services the printing press instead of an advertising agency when planning a print campaign :-)

Write this down three times: **A developer, IT guy or technician is NOT a mobile marketer!**

Let's face it, most mobile conferences and gatherings either focus entirely on the technical aspects of this exciting new marketing tool called "mobile", or are shameless sales pitches for the services of one company while disguising themselves as local chapters or subsidiaries of international mobile marketing get togethers and agencies. The [Thinking Mobile™](#) Conference seems to have filled a void in providing much needed, basic, objective information about mobile marketing.

But do not take my word for it :-)

You can download and read all speaker presentations [HERE](#).

Also read the various Biz Community articles by their journalist Issa Sikiti da Silva, who attended the conference, [HERE](#).

If you would like to find out how YOU can best get started in mobile marketing, visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me a line to alex@mymobworld.com

Outlook 2010

Undoubtedly, 2010 will be another exciting year for mobile marketing. Results of mobile marketing campaigns will become even better with more marketing executives realizing that it is best to integrate mobile into their overall marketing campaigns and objectives.

After all, you don't build a shop, open it for one day and close it for the rest of the year because you have made some sales, right?

Similarly, the public becomes increasingly aware of the opportunities that mobile offers them over and above making calls and entering competitions via SMS. For example, over 25% of the South African population already access the mobile internet versus only just over 10% of the US population. However, much education still needs to be done. *Thinking Mobile™* 2010 will respond to this need by incorporating a focus on the end user.

During this years' conference Brian Seligman of MTN mentioned that you can already remote control your gate and open your door with your mobile. This is not Science Fiction but Science Fact. Sony Ericsson already patented such a phone back in 2005. Did YOU know

that? Exactly! So more consumer education is required, just as more education is required for marketers.

We believe that the mobile phone is one of the most exciting inventions ever. Its scope of uses is almost infinite and we have not even begun to scratch the surface. 2010 is going to rock, so keep *Thinking Mobile*™ :-)

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